



Wilmington Flower Market, Inc.

"Benefiting Delaware's Children since 1921"

Space Contract for Advertising Supplement to be Distributed in the Wilmington News Journal on Friday, April 30, 2010.

Deadline for contracts: March 31, 2010 - Deadline for copy & pictures: April 5, 2010.

Deadline for camera-ready material: April 12, 2010.

Ad Space Available and Rates (Check Unit Desired)

***Please Note New Ad Sizes**

		<u>B&W</u>	<u>Color</u>
Full Page	10" x 10"	\$1,900 <input type="checkbox"/>	\$2,300 <input type="checkbox"/>
Half Page (Horizontal)	10" x 4.93"	1,125 <input type="checkbox"/>	1,350 <input type="checkbox"/>
Half Page (Vertical)	4.92" x 10"	1,125 <input type="checkbox"/>	1,350 <input type="checkbox"/>
Quarter Page	4.92" x 4.93"	650 <input type="checkbox"/>	775 <input type="checkbox"/>
One Eighth Page	4.92" x 2.40"	350 <input type="checkbox"/>	450 <input type="checkbox"/>

(photography not provided for 1/8 page ads)

All ad costs are based on one photo per ad.

Two or more photos used per ad will result in additional costs.

Please Check All That Apply

- Advertising Copy To Be Supplied by Advertiser
- Advertising Copy To Be Supplied by Wilmington Flower Market
- Picture To Be Supplied by Advertiser
- Picture To Be Taken by Wilmington Flower Market
- Advertiser Will Supply Camera-Ready Ad

Specifications for Electronic Files

Indesign CS2 or higher / Quark 6.0 or higher

(include images, screen & printer fonts)

PDF - 1200 dpi, CMYK, with fonts embedded

TIF - All images flattened (EPS - NOT RECOMMENDED)

E-mail files to: gethamm@comcast.net

Advertiser

Signature

Address

Telephone

Fax

E-mail

Conditions of Contract

Photography taken by our professional photographer, Stuart Watson, is for publication in the Wilmington Flower Market supplement only. Advertisers may purchase their digital photo for additional use by contacting the photographer directly at 302-762-8530.

Photography services are offered on weekdays, from 9:00 a.m. to 4:30 p.m. Requests for earlier or later times will incur an additional fee. Photography appointments cancelled without a 24 hour notice will be charged a \$75.00 rescheduling fee.

The Supplement Committee reserves the right to reject any and all advertisements not within its standards of publication. A penalty will be charged for cancellations. No cancellations are allowed after March 8, 2010.

The undersigned authorizes the insertion of the advertisement according to the space unit checked at left. The advertiser agrees to pay the corresponding price as well as any other charges incurred. The advertiser also agrees to accept all the conditions of the contract.

Please send all contracts & camera ready ads directly to:
Hamm & Associates, Inc.

c/o The Wilmington Flower Market Supplement

Mail: 2307 Mousley Place, Suite 100

Wilmington, DE 19810

Fax: 302-375-6791

Email: getHamm@comcast.net

Please make all checks payable to
Wilmington Flower Market Supplement

and mail to:

The Wilmington Flower Market

P.O. Box 3525

Wilmington, DE 19807

For more information on advertising & sponsorship opportunities, please call Nita Greer at 302-475-5470 • wilmingtonflowermarket.org

Deposit - 25% (non-refundable)

BALANCE TO BE PAID IN FULL BY APRIL 16, 2010

5% discount on all ads paid in full by March 5, 2010.

Ads not paid in full by April 16, 2010 will be charged 1.5% per month on remaining balance.

Please make a copy of this contract for your records.